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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 4/4/05

By:

Patti Hespell
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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Gregory Flickinger.

Conf. No.:	5795	:	Group Art Unit:	2611
Appln. No.:	09/749,255	:	Examiner:	Brian K. Shelton
Filing Date:	27 December 2000	:	Att'y. Docket No.:	T727-10

Title: Scheduling and linking IPG ads in conjunction with programming ads in a television environment

AMENDMENT

This paper is in response to the Office Action dated November 3, 2004, and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to and including April 4, 2005 (April 3 being a Sunday).

Please amend the above-identified patent application, without prejudice, as follows: